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February 14, 2001

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Commissioner for Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231

**Attention: Box Patent Applications**

Re: **SAATCHI & SAATCHI**  
U.S. Patent Application  
Inventor : Marcia Roosevelt, et al  
For : CREATIVE IDEA  
GENERATION PROCESS  
Our Ref. : J25-817 US

Sir:

The above-identified utility patent application is transmitted herewith for filing.

Enclosed are:

1. 37 Page English Appln., including 30 Claims and 1 Pg. Abstract;
2. 3 Sheets of Drawings, Figs. 1-3;
3. Declaration and Power of Attorney - (3 Pgs.);
4. Assignment Document w/ Recordal Cover Sheet;
5. Information Disclosure Statement;
6. PTO-1449 w/ 6 U.S. Patent References and 1 Article (as listed on Stmt.); and
7. Check - Amt. \$1010.00 - No. 3452 (Filing Fee w/Assignment and Addl. Claims - Large Entity).

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February 14, 2001  
Page 2

**Fee Calculation:**

Basic Filing Fee: \$ 710.00

Total No. of Claims Filed: 30 (-20) = 10 x \$ 18.00 180.00

Total No. of Independent  
Claims Filed: 4 (- 3) = 1 x \$ 80.00 80.00

Multiple Dependent Claims (if present): \$270.00

**Sub-Total:** \$ 970.00

**SMALL ENTITY (if applicable)**  
**REDUCE FILING FEE BY 50%:** \$

Assignment (if applicable): \$ 40.00 40.00

**TOTAL FEE:** \$ 1010.00

Kindly acknowledge receipt of the above items by having your mail room date-stamp and return the attached postcard with a serial number.

Further, the Commissioner is hereby authorized to charge any fee under 37 CFR 1.16 and 1.17 which may be required during the entire pendency of the application to Deposit Account No. 14-1431.

Respectfully submitted,



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Dated: FEBRUARY 14, 2001

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Attachments